

Exhibiting and Promoting Your Artwork: A Guide for Emerging Visual Artists



ARTSCOUNCIL
OF INDIANAPOLIS

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Getting Started: 6 Steps

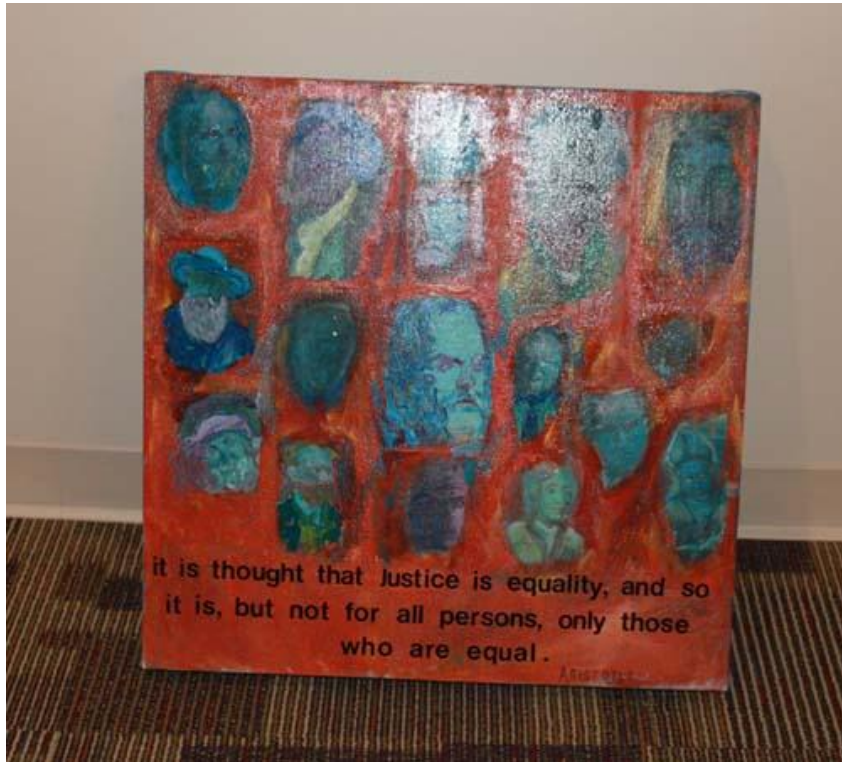
1. High Quality Images
2. Your Elevator Speech (Not Your Artist Statement)
3. Your Artist Statement
4. A Focused Body of Work
5. Know the Local Art Scene
6. Have an Online Presence

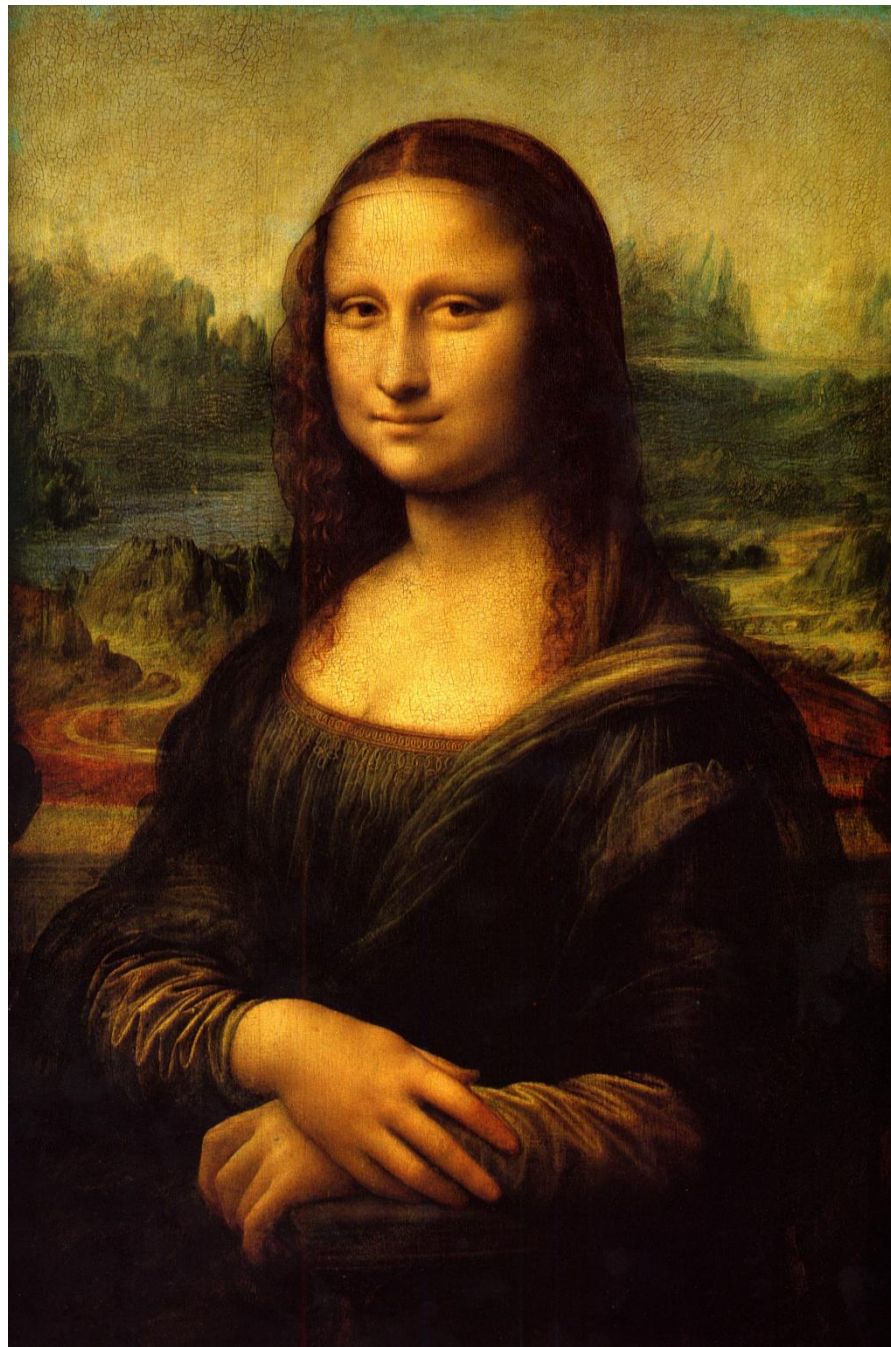
Showing Your Work: The Hierarchy of Exhibitions

High Quality Images

- Images speak volumes
- High quality (professional or on-line tutorials)
- NOT original artwork!
- Fill the frame – lose the frame
- Consistent lighting
- Appropriate file size (per the panel or gallery's request)
- Never submit student work or unfinished/unpolished work*
- Texture? Include a detail image
- Scale? Include a context image
- Appropriate description
- Selection of images? Focus. One series, one style, one body of work
- Start with strongest image
- No watermarks

2D sample image





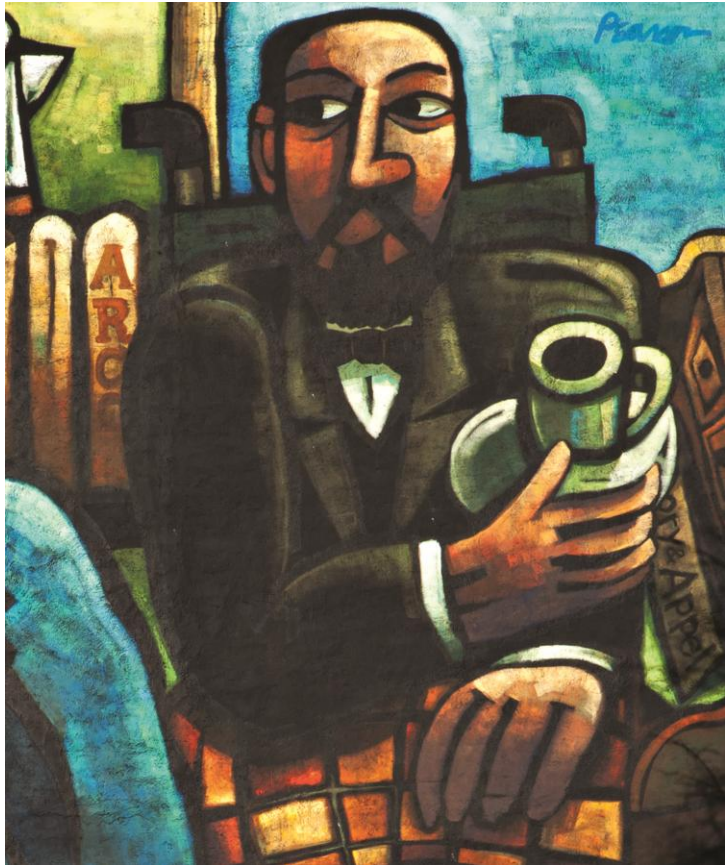
Sample 3D images

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Detail and Context images

©Erik Pearson



Your Elevator Speech

- I'm an Artist!
- "I really don't like to label my work"
- "My work is very unique, you have to see it for yourself - my work speaks for itself"
- Very comfortable and conversational
- Keep is simple (2 to 3 sentences/30/60 seconds)
- Not your Artist Statement
- Practice makes perfect

Your Artist Statement

- No more than one page (ideally ½ page)
- Limit Artspeak
- Clear and concise
- Include the basics:
 - What you do
 - How you do it
 - Why you do it
 - What or whom influences you to do it
 - Your understanding of the concepts or meaning behind your work

A Focused Body of Work

- Emerging artists finding their way. Of course.
- Make it recent and relevant
- An all-encompassing approach highlights inconsistencies in quality
- Do it all and edit your portfolio
- Fake it
- Evolve naturally and over time (not weekly)
- Is my work consistent?

Know the Local Art Scene

- Artists and/or dealers association
- Arts Council or arts service organization
- Gallery walks/tours
- Google
- Do your homework – no cold calls/emails!

Online Presence

- Online Artist Database (local, regional, national)
- Artist Website
- Social Media: Facebook, Instagram, Twitter, etc.

Build Relationships and E-lists!

Showing Your Work: The Hierarchy of Exhibitions (i.e. Paying Your Dues)

- Alternative Spaces
- Non-profit Spaces
- Artist Co-op Galleries
- Group Shows
- Commercial Galleries

Questions?

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